

Digitalization of The transport system

Enabling passenger information and safety



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Digitalization cross industries



Manu-
facturing

Energy

Transport

Public
Safety

Health—
care

Media

Telecom
Operators

Other industries.....

Customer Experience

Business Processes

Monetization
of Service

Applications &
Analytics

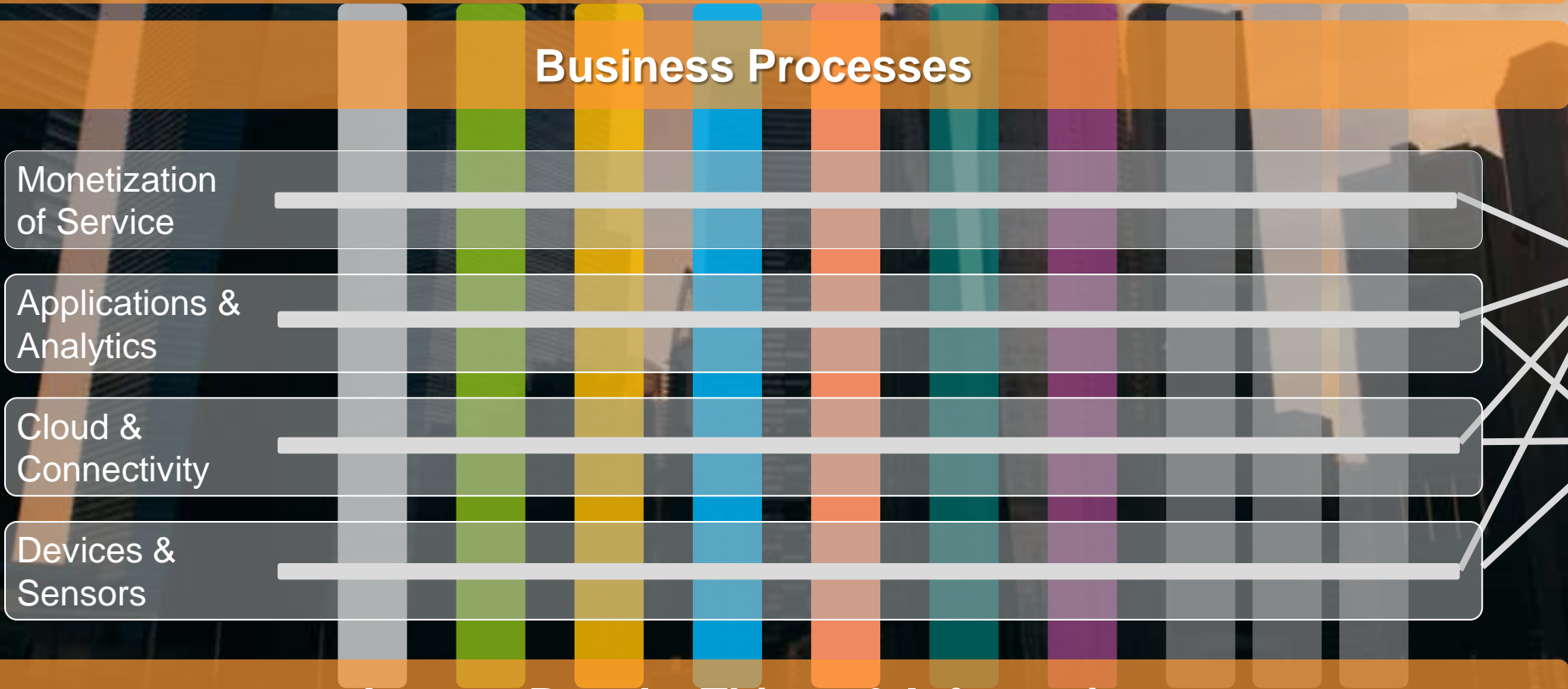
Cloud &
Connectivity

Devices &
Sensors

IoT

4G/5G

Assets: People, Things & Information





UTILITIES



AUTOMOTIVE



MARITIME



INTELLIGENT
TRANSPORT
SYSTEMS



PUBLIC SAFETY

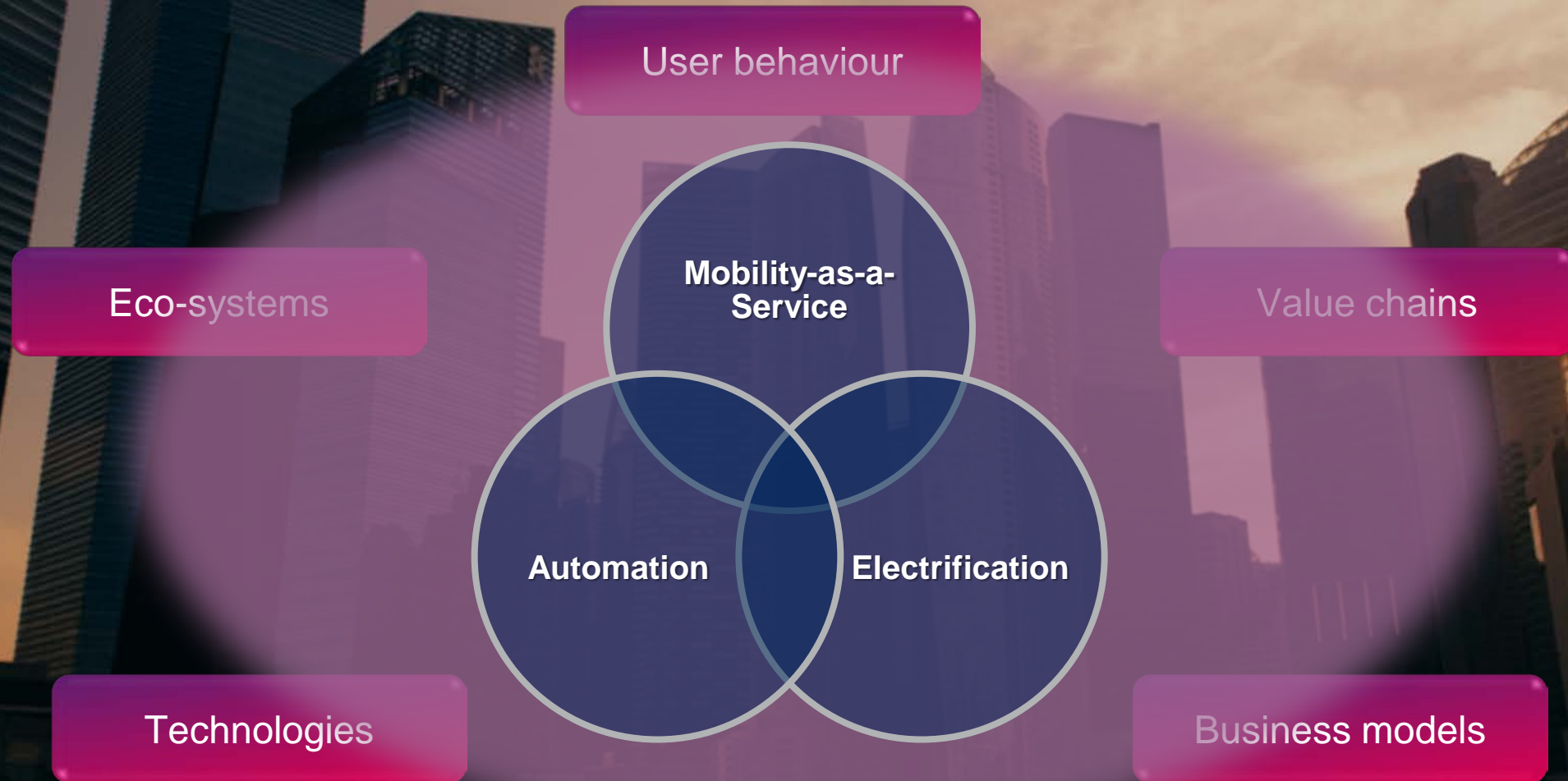


SMART
SUSTAINABLE
CITIES



Industry
&
Society

Triggers, enablers and impacts from digitalization of transports



A Digital Representation of the real world



on of



temp
noise
air_quality
occupancy
energy
water



vibration
temperature
traffic_intensity
surface_condition
noise_level
route_to_work



energy
water
waste
CO2_emission
machine_tear
production



heart_rate
skin_conductance
calories
gesture
mood
position
movement



location
occupancy
fuel
emissions
speed



irrigation
luminosity
nutrition
moisture
pesticides

Digital enables transformation



Simplicity built on managed complexity



Customer Experience Management



Example - automotive eco system



mobility-as-a-service

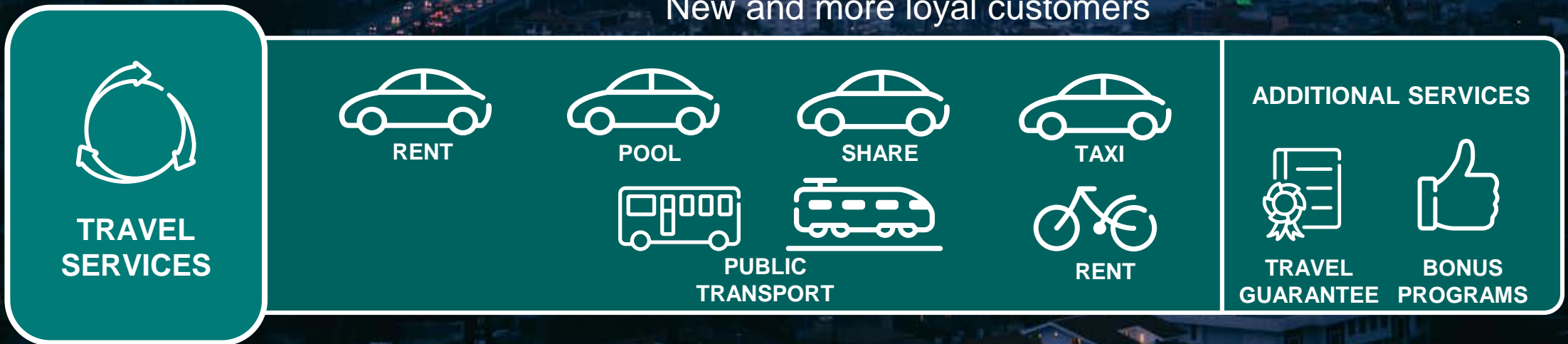
ONE-STOP-SHOP FOR TRAVEL SERVICE COMBINATIONS



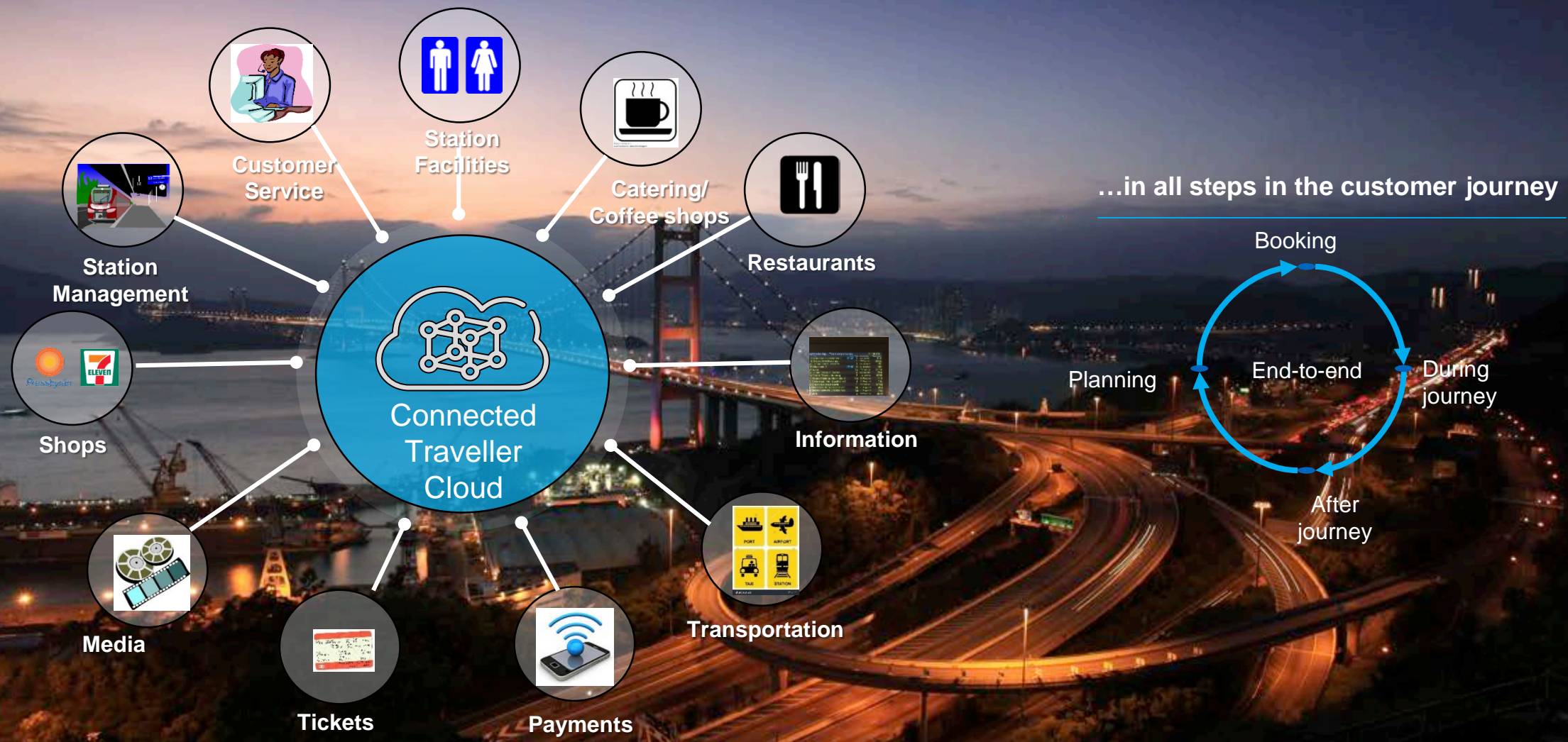
Simplicity

Your Mobility-as-a-Service broker

New and more loyal customers



Customer experience management



CITIZEN Understanding

Ericsson Consumer lab, annual Research



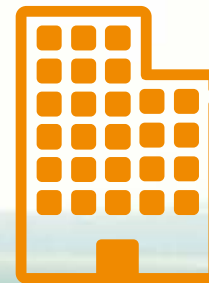
100,000
RESPONDENTS



MORE THAN
40
COUNTRIES



REPRESENTING
1.1 billion
PEOPLE



15
MEGACITIES
STUDIED



IoT – a big part of 5G



5g
USE CASES



BROADBAND EXPERIENCE
EVERYWHERE, ANYTIME



MEDIA
EVERYWHERE



SMART VEHICLES,
TRANSPORT & INFRASTRUCTURE



CRITICAL CONTROL
OF REMOTE DEVICES

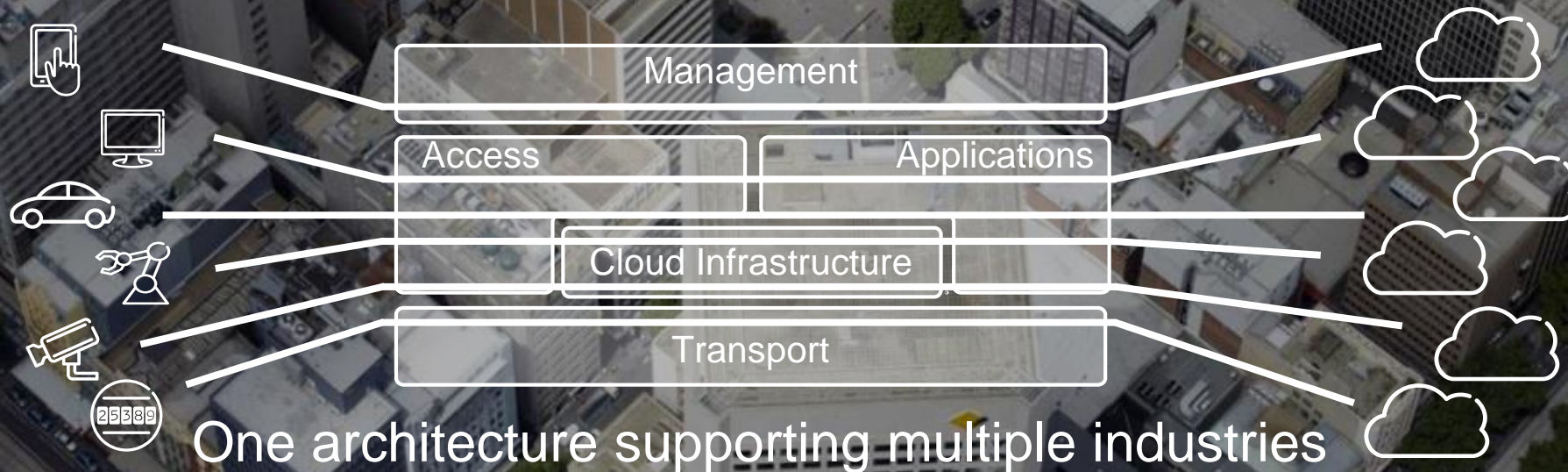


INTERACTION
HUMAN-IOT

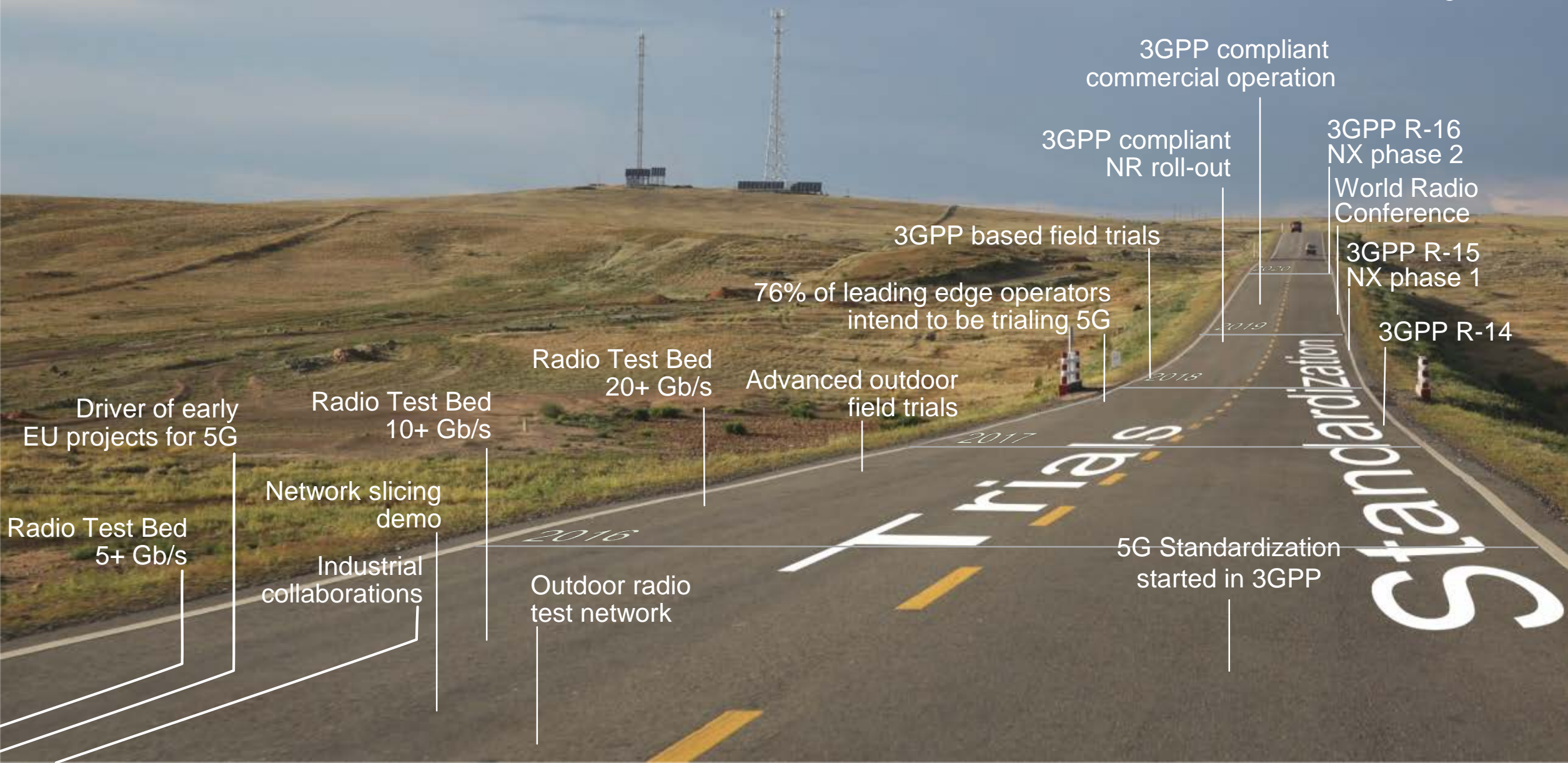


What is 5G – what will it bring

A Network for the Networked Society



5G: The road ahead



Industry Cooperation for 5G



5G Operator trials (28)

“5G for Sweden”

1. Industry pilots with Swedish industries



2. Innovation projects to enable engagement of smaller companies

3. Establish a strong research community on ICT and its integration in industry process, products and services

“5G for Europe”



PIMM

Pilot for Industrial Mobile Communication in Mining

- › Evaluate mobile communication in an industrial context
- › Consider strict requirements on safety and robustness in underground mining



- › Increased productivity and Improved Safety
- › Industrial 5G requirements
- › Understand eco system, business models, etc.

Partners:



Industry Transformation Research Collaboration | Commercial in confidence | © Ericsson AB 2016 | September 2016



[64°52'18"N](#)

[20°21'47"E](#)

Photo: Boliden



DriveSweden, New mobility



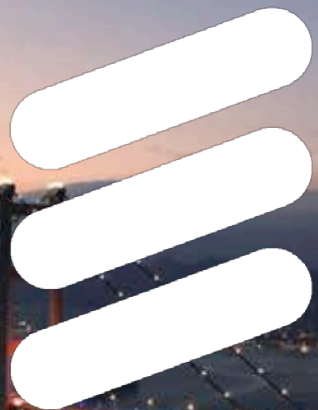
A new approach to Mobility



Close cooperation between leading industrial players, Academia, Cities and Government representatives



First in the world real deployments of smart proactive traffic management systems for smart cities



ERICSSON



Ericsson at a glance



NETWORKS

Create one network for a million different needs

IT

Transform IT to accelerate business agility

MEDIA

Delight the TV consumer every day

INDUSTRIES

Connect industries to accelerate performance

39,000

Patents

23,700

R&D Employees

32,8 B. SEK

In R&D

1 billion

Subscribers managed by us

2.5 billion

Subscribers supported by us

66,000

Services professionals

247 B. SEK

Net Sales

180

Countries with customers

116,000

Employees

Internet of things

possibilities for multiservice benefits

